

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims

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1-7. (Canceled)

8. (Currently Amended) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;

determining user values for demographic categories utilizing said user input, wherein determining the user values for the demographic categories further comprises applying predetermined weight values to the user input that are indicative of the effect the user input has on the user values for the demographic categories;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored values of corresponding demographic categories for the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

9. (Previously Presented) The method of claim 11, wherein the user demographic information for the given user comprises demographic categories, and wherein the method further comprises providing default values for the demographic categories of the user demographic information for the given user.

10. (Canceled)

11. (Currently Amended) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

gathering user demographic information for the given user using a survey;

storing the user demographic information for the given user;

performing applying a decay procedure function to each of the stored user demographic information to refresh the stored user demographic information;

comparing the demographic category data associated with the advertisements with the stored user demographic information for the given user to determine which advertisements should be displayed by the interactive television program guide for the given user; and

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displaying demographically-targeted advertisements for the given user in the interactive television program guide based on the comparison.

12-37. (Canceled)

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38. (Previously Presented) The method of claim 11, wherein the user demographic information includes demographic information selected from the group consisting of: income information and gender information, and wherein the method further comprises comparing the demographic category data with the user demographic information that includes the demographic information selected from the group consisting of: income information and gender information.

39. (Previously Presented) The method of claim 38 wherein the survey by which user demographic information is gathered is not program guide-based, and wherein the method further comprises comparing the demographic category data with the user demographic information that is gathered by the survey that is not program guide-based.

40. (Currently Amended) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;

determining user values for demographic categories utilizing said user input, wherein determining

the user values for the demographic categories further comprises using a separate period for each demographic category, wherein the period for each category is representative of how much user input is needed before the user value for that category is deemed to be reflective of the given user;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories [for] deemed to be reflective of the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

41. (Currently Amended) A method for demographically-targeting advertisements to a given user of an interactive television program guide, comprising: receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;  
determining user values for demographic categories utilizing said user input;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories for the

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given user to determine which advertisements should be displayed by said interactive television program guide for the given user;

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison; and

~~using~~ applying a decay function to each of the user values to refresh the user values for the demographic categories.

42. (Previously Presented) The method of claim 8 further comprising:

storing information concerning television channels necessary for determining the user values for the demographic categories; and

storing information concerning programs necessary for determining the user values for the demographic categories.

43. (Previously Presented) The method of claim 8, wherein determining the user values for the demographic categories further comprises providing for each television channel and program having a bearing on at least one demographic category a predetermined value indicative of how closely the given user viewing the television channel or the program fits the demographic category.

44. (Previously Presented) The method of claim 8 further comprising providing default values for the user values for the demographic categories.

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45. (Previously Presented) The method of claim 8, wherein determining the user values for the demographic categories further comprises providing a period for the user demographic categories.

46. (Previously Presented) The method of claim 8, wherein determining the user values for demographic categories further comprises using a decay procedure to refresh the user values for the demographic categories.

47. (Currently Amended) A system in which an interactive television guide is implemented, wherein the interactive television program guide is used for demographically-targeting advertisements to a given user, the system comprising:

means for receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

means for receiving user input from user interface;

means for determining user values for demographic categories utilizing said user input, wherein the means for determining the user values for the demographic categories further comprises means for applying predetermined weight values to the user input that are indicative of the effect the user input has on the user values for the demographic categories;

means for storing the user values determined for the demographic categories;

means for comparing the demographic category data associated with the advertisements with the stored values of corresponding demographic categories for the

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given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

means for displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

48. (Previously Presented) The system of claim 47 further comprising:

means for storing information concerning television channels necessary for determining the user values for the demographic categories; and

means for storing information concerning programs necessary for determining the user values for the demographic categories.

49. (Previously Presented) The system of claim 47, wherein the means for determining the user values for the demographic categories further comprises means for providing for each television channel and program having a bearing on at least one demographic category a predetermined value indicative of how closely the given user viewing the television channel or the program fits the demographic category.

50. (Previously Presented) The system of claim 47 further comprising means for providing default values for the user values for the demographic categories.

51. (Previously Presented) The system of claim 47, wherein the means for determining the user values for

the demographic categories further comprises means for providing a period for the user demographic categories.

52. (Previously Presented) The system of claim 47, wherein the means for determining the user values for demographic categories further comprises means for using a decay procedure to refresh the user values for the demographic categories.

53. (Currently Amended) A system in which an interactive television program guide is implemented, wherein the interactive television program guide is used for demographically-targeting advertisements to a given user, the system comprising:

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- a display; and
- user television equipment configured to:
  - receive advertisements for the interactive television program guide, the advertisements having associated demographic category data;
  - receive user input from user interface;
  - determine user values for demographic categories utilizing said user input, wherein the user television equipment when configured to determine user values is further configured to apply predetermined weight values to the user input that are indicative of the effect the user input has on the user values for the demographic categories;
  - store the user values determined for the demographic categories;
  - compare the demographic category data associated with the advertisements with the stored values of corresponding demographic categories for the given user



to determine which advertisements should be displayed on the display by said interactive television program guide for the given user; and

display, on the display, demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

54. (Previously Presented) The system of claim 53, wherein the user television equipment is further configured to:

store information concerning television channels necessary to determine the user values for the demographic categories; and

store information concerning programs necessary to determine the user values for the demographic categories.

55. (Previously Presented) The system of claim 53, wherein the user television equipment when configured to determine the user values for the demographic categories is further configured to provide for each television channel and program having a bearing on at least one demographic category a predetermined value indicative of how closely the given user viewing the television channel or the program fits the demographic category.

56. (Previously Presented) The system of claim 53, wherein the user television equipment is further configured to provide default values for the user values for the demographic categories.

57. (Previously Presented) The system of claim 53, wherein the user television equipment when configured to determine the user values for the demographic categories is further configured to provide a period for the user demographic categories.

58. (Previously Presented) The system of claim 53, wherein the user television equipment when configured to determine the user values for the demographic categories is further configured to use a decay procedure to refresh the user values for the demographic categories.

59. (Currently Amended) Machine-readable media for use in an interactive television program guide system in which an interactive television program guide is implemented on user television equipment, wherein the media is encoded with machine-readable instructions for performing the method comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;

determining user values for demographic categories utilizing said user input, wherein determining the user values for the demographic categories further comprises applying predetermined weight values to the user input that are indicative of the effect the user input has on the user values for the demographic categories;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored values

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of corresponding demographic categories for the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

60. (Previously Presented) The machine-readable media of claim 59, wherein the method further comprises:

storing information concerning television channels necessary for determining the user values for the demographic categories; and

storing information concerning programs necessary for determining the user values for the demographic categories.

61. (Previously Presented) The machine-readable media of claim 59, wherein determining the user values for the demographic categories further comprises providing for each television channel and program having a bearing on at least one demographic category a predetermined value indicative of how closely the given user viewing the television channel or the program fits the demographic category.

62. (Previously Presented) The machine-readable media of claim 59, wherein the method further comprises providing default values for the user values for the demographic categories.

63. (Previously Presented) The machine-readable media of claim 59, wherein determining the user values for the demographic categories further comprises providing a period for the user demographic categories.

64. (Previously Presented) The machine-readable media of claim 59, wherein determining the user values for demographic categories further comprises using a decay procedure to refresh the user values for the demographic categories.

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65. (Currently Amended) A system in which an interactive television program guide is implemented, wherein the interactive television program guide is used for demographically-targeting advertisements to a given user, the system comprising:

means for receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

means for gathering user demographic information for the given user using a survey;

means for storing the user demographic information for the given user;

means for ~~performing~~ applying a decay ~~procedure~~ function to each of the stored user demographic information to refresh the stored user demographic information;

means for comparing the demographic category data associated with the advertisements with the stored user demographic information for the given user to determine which advertisements should be displayed by the

interactive television program guide for the given user;  
and

means for displaying demographically-targeted advertisements for the given user in the interactive television program guide based on the comparison.

66. (Previously Presented) The system of claim 65 further comprising means for providing default values for the user demographic information for the given user.

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67. (Previously Presented) The system of claim 65, wherein the user demographic information includes demographic information selected from the group consisting of: income information and gender information, and wherein the system further comprises means for comparing the demographic category data with the user demographic information that includes the demographic information selected from the group consisting of: income information and gender information.

68. (Previously Presented) The system of claim 67, wherein the survey by which user demographic information is gathered is not program guide-based, and wherein the system further comprises means for comparing the demographic category data with the user demographic information that is gathered by the survey that is not program guide-based.

69. (Currently Amended) A system in which an interactive television program guide is implemented, wherein the interactive television program guide is used

for demographically-targeting advertisements to a given user, the system comprising:

a display; and

user television equipment configured to:

receive advertisements for the

interactive television program guide, the advertisements having associated demographic category data;

gather user demographic information for the given user using a survey;

store the user demographic information for the given user;

perform ~~apply~~ a decay procedure function to each of the stored user demographic information to refresh the stored user demographic information;

compare the demographic category data associated with the advertisements with the stored user demographic information for the given user to determine which advertisements should be displayed by the interactive television program guide for the given user; and

display, on the display, demographically-targeted advertisements for the given user in the interactive television program guide based on the comparison.

70. (Previously Presented) The system of claim 69, wherein the user television equipment is further configured to provide default values for the user demographic information for the given user.

71. (Previously Presented) The system of claim 69, wherein the user demographic information includes demographic information selected from the group consisting

of: income information and gender information, and wherein the user television equipment is further configured to compare the demographic category data with the user demographic information that includes the demographic information selected from the group consisting of: income information and gender information.

72. (Previously Presented) The system of claim 71, wherein the survey by which user demographic information is gathered is not program guide-based, and wherein the user television equipment is further configured to compare the demographic category data with the user demographic information that is gathered by the survey that is not program guide-based.

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73. (Currently Amended) Machine-readable media for use in an interactive television program guide system in which an interactive television program guide is implemented on user television equipment, wherein the media is encoded with machine-readable instructions for performing the method comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

gathering user demographic information for the given user using a survey;

storing the user demographic information for the given user;

performing applying a decay procedure function to each of the stored user demographic information to refresh the stored user demographic information;

comparing the demographic category data associated with the advertisements with the stored user demographic information for the given user to determine which advertisements should be displayed by the interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive television program guide based on the comparison.

74. (Previously Presented) The machine-readable media of claim 73, wherein the method further comprises providing default values for the user demographic information for the given user.

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75. (Previously Presented) The machine-readable media of claim 73, wherein the user demographic information includes demographic information selected from the group consisting of: income information and gender information, and wherein the method further comprises comparing the demographic category data with the user demographic information that includes the demographic information selected from the group consisting of: income information and gender information.

76. (Previously Presented) The machine-readable media of claim 75, wherein the survey by which user demographic information is gathered is not program guide-based, and wherein the method further comprises comparing the demographic category data with the user demographic information that is gathered by the survey that is not program guide-based.



77. (Currently Amended) A system for demographically-targeting advertisements to a given user of an interactive television program guide, comprising:

means for receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

means for receiving user input from user interface;

means for determining user values for demographic categories utilizing said user input, wherein the means for determining the user values for the demographic categories further comprises means for using a separate period for each demographic category, wherein the period for each category is representative of how much user input is needed before the user value for that category is deemed to be reflective of the given user;

means for storing the user values determined for the demographic categories;

means for comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories [for] deemed to be reflective of the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

means for displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

78. (Currently Amended) A system in which an interactive television program guide is implemented, wherein the interactive television program guide is used

for demographically-targeting advertisements to a given user, the system comprising:

a display; and

user television equipment configured to:

receive advertisements for the

interactive television program guide, the advertisements having associated demographic category data;

receive user input from user interface;

determine user values for demographic

categories utilizing said user input, wherein the user television equipment when configured to determine the user values for the demographic categories is further configured to use a separate period for each demographic category, wherein the period for each category is representative of how much user input is needed before the user value for that category is deemed to be reflective of the given user;

store the user values determined for the demographic categories;

compare the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories [for] deemed to be reflective of the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

display demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

79. (Currently Amended) Machine-readable media for use in an interactive television program guide system in which an interactive television program guide is implemented on user television equipment, wherein the media

is encoded with machine-readable instructions for performing the method comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;

determining user values for demographic categories utilizing said user input, wherein determining the user values for the demographic categories further comprises using a separate period for each demographic category, wherein the period for each category is representative of how much user input is needed before the user value for that category is deemed to be reflective of the given user;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories [for] deemed to be reflective of the given user to determine which advertisements should be displayed by said interactive television program guide for the given user; and

displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison.

80. (Currently Amended) A system for demographically-targeting advertisements to a given user of an interactive television program guide, comprising: means for receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

means for receiving user input from user interface;

means for determining user values for demographic categories utilizing said user input;

means for storing the user values determined for the demographic categories;

means for comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories for the given user to determine which advertisements should be displayed by said interactive television program guide for the given user;

means for displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison; and

means for ~~using~~ applying a decay function to each of the user values to refresh the user values for the demographic categories.

81. (Currently Amended) A system in which an interactive television program guide is implemented, wherein the interactive television program guide is used for demographically-targeting advertisements to a given user, the system comprising:

a display; and

user television equipment configured to:

receive advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receive user input from user interface;

determine user values for demographic categories utilizing said user input;

store the user values determined for the demographic categories;

compare the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories for the given user to determine which advertisements should be displayed by said interactive television program guide for the given user;

display demographically-targeted advertisements for the given user in the interactive program guide based on the comparison; and

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~~use~~ apply a decay function to each of the user values to refresh the user values for the demographic categories.

82. (Currently Amended) Machine-readable media for use in an interactive television program guide system in which an interactive television program guide is implemented on user television equipment, wherein the media is encoded with machine-readable instructions for performing the method comprising:

receiving advertisements for the interactive television program guide, the advertisements having associated demographic category data;

receiving user input from user interface;  
determining user values for demographic categories utilizing said user input;

storing the user values determined for the demographic categories;

comparing the demographic category data associated with the advertisements with the stored user values of corresponding demographic categories for the

given user to determine which advertisements should be displayed by said interactive television program guide for the given user;

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Correl.* displaying demographically-targeted advertisements for the given user in the interactive program guide based on the comparison; and

~~using~~ applying a decay function to each of the user values to refresh the user values for the demographic categories.

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